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## 2003 Global Brands Scoreboard

The table that follows ranks 100 global brands that have a value greater than \$1 billion. The brands were selected according to two criteria. They had to be global in nature, deriving 20% or more of sales from outside their home country. There also had to be publicly available marketing and financial data on which to base the valuation.

Data provided by:  
**Interbrand**

Click column heading once to reorder from highest to lowest. Click twice to reorder from lowest to highest.

2003 Brand Rank	Brand Name	2003 Brand Value (\$Mil)	2002 Brand Value (\$Mil)	Change in Brand Value (%)	Parent Company	Country
1	COCA-COLA	70.45	69.64	1	<a href="#">Coca-Cola Company</a>	U.S.
2	MICROSOFT	65.17	64.09	2	<a href="#">Microsoft Corp.</a>	U.S.
3	IBM	51.77	51.19	1	<a href="#">International Business Machines Corp.</a>	U.S.
4	GE	42.34	41.31	2	<a href="#">General Electric Company</a>	U.S.
5	INTEL	31.11	30.86	1	<a href="#">Intel Corp.</a>	U.S.
6	NOKIA	29.44	29.97	-2	<a href="#">Nokia Corp.</a>	Finland
7	DISNEY	28.04	29.26	-4	<a href="#">Walt Disney Company</a>	U.S.
8	MCDONALD'S	24.70	26.37	-6	<a href="#">McDonald's Corp.</a>	U.S.
9	MARLBORO	22.18	24.15	-8	<a href="#">Philip Morris Companies Inc.</a>	U.S.
10	MERCEDES	21.37	21.01	2	<a href="#">DaimlerChrysler AG</a>	Germany
11	TOYOTA	20.78	19.45	7	<a href="#">Toyota Motor Corp.</a>	Japan
12	HEWLETT-PACKARD	19.86	16.78	18	<a href="#">Hewlett Packard Company</a>	U.S.
13	CITIBANK	18.57	18.07	3	<a href="#">Citigroup Inc.</a>	U.S.
14	FORD	17.07	20.40	-16	<a href="#">Ford Motor Company</a>	U.S.
15	AMERICAN EXPRESS	16.83	16.29	3	<a href="#">American Express Company</a>	U.S.
16	GILLETTE	15.98	14.96	7	<a href="#">Gillette Company</a>	U.S.
17	CISCO	15.79	16.22	-3	<a href="#">Cisco Systems Inc.</a>	U.S.
18	HONDA	15.63	15.06	4	<a href="#">Honda Motor Company</a>	Japan
19	BMW	15.11	14.42	5	<a href="#">Bayerische Motoren Werke AG</a>	Germany
20	SONY	13.15	13.90	-5	<a href="#">Sony Corp.</a>	Japan
21	NESCAFE	12.34	12.84	-4	<a href="#">Nestlé S.A.</a>	Switzerland
22	BUDWEISER	11.89	11.35	5	<a href="#">Anheuser-Busch Companies, Inc.</a>	U.S.
23	PEPSI	11.78	11.14	6	<a href="#">Pepsico, Inc.</a>	U.S.
24	ORACLE	11.26	11.51	-2	<a href="#">Oracle Corp.</a>	U.S.
25	SAMSUNG ELECTRONICS	10.85	NA	31	<a href="#">Samsung Corporation</a>	S. Korea
26	MORGAN STANLEY	10.69	11.20	-5	<a href="#">Morgan Stanley</a>	U.S.
27	MERRILL LYNCH	10.52	11.23	-6	<a href="#">Merrill Lynch &amp; Company, Inc.</a>	U.S.
28	PFIZER	10.46	9.77	7	<a href="#">Pfizer Inc.</a>	U.S.
29	DELL	10.37	9.24	12	<a href="#">Dell Corp.</a>	U.S.
30	MERCK	9.41	9.14	3	<a href="#">Merck &amp; Company</a>	U.S.
31	JP MORGAN	9.12	9.69	-6	<a href="#">JP Morgan Chase &amp; Company</a>	U.S.
32	NINTENDO	8.19	9.22	-11	<a href="#">Nintendo Company, Ltd.</a>	Japan
33	NIKE	8.17	7.72	6	<a href="#">Nike Inc.</a>	U.S.
34	KODAK	7.83	9.67	-19	<a href="#">Eastman Kodak, Inc.</a>	U.S.
35	SAP	7.71	6.77	14	<a href="#">SAP AG</a>	Germany

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36	GAP	7.69	7.41	4	<a href="#">Gap Inc.</a>	U.S.
37	HSBC	75,65.05	NA	NA	<a href="#">HSBC Holdings plc</a>	Britain
38	KELLOGG'S	7.44	7.19	3	<a href="#">Kellogg Company</a>	U.S.
39	CANON	7.19	6.72	7	<a href="#">Canon, Inc.</a>	Japan
40	HEINZ	7.10	7.35	-3	<a href="#">HJ Heinz Company</a>	U.S.
41	GOLDMAN SACHS	7.04	7.19	-2	<a href="#">Goldman Sachs Group, Inc.</a>	U.S.
42	VOLKSWAGEN	6.94	7.21	-4	Volkswagen AG	Germany
43	IKEA	6.92	6.54	6	Ikea International A/S	Sweden
44	HARLEY-DAVIDSON	6.77	6.27	8	<a href="#">Harley-Davidson, Inc.</a>	U.S.
45	LOUIS VUITTON	6.71	7.05	-5	<a href="#">LVMH Moët Hennessy Louis Vuitton</a>	France
46	MTV	6.28	6.08	3	<a href="#">Viacom, Inc.</a>	U.S.
47	L'OREAL	5.60	5.08	10	<a href="#">L'Oréal SA</a>	France
48	XEROX	5.58	5.31	5	<a href="#">Xerox Corp.</a>	U.S.
49	KFC	5.58	5.35	4	<a href="#">Yum! Brands, Inc.</a>	U.S.
50	APPLE	5.55	5.32	4	<a href="#">Apple Computer, Inc.</a>	U.S.
51	PIZZA HUT	5.31	6.05	-12	<a href="#">Yum! Brands, Inc.</a>	U.S.
52	ACCENTURE	5.30	5.18	2	<a href="#">Accenture Ltd.</a>	U.S.
53	GUCCI	5.10	5.30	-4	<a href="#">Gucci Group N.V.</a>	Italy
54	KLEENEX	5.06	5.04	0	<a href="#">Kimberly Clark Corp.</a>	U.S.
55	WRIGLEY'S	5.06	4.75	7	<a href="#">W.M. Wrigley Jr. Company</a>	U.S.
56	COLGATE	4.69	4.60	2	<a href="#">Colgate Palmolive Company</a>	U.S.
57	AVON	4.63	4.40	5	<a href="#">Avon Products</a>	U.S.
58	SUN MICROSYSTEMS	4.46	4.77	-6	<a href="#">Sun Microsystems, Inc.</a>	U.S.
59	PHILIPS	4.46	4.56	-2	<a href="#">Koninklijke Philips Electronics N.V.</a>	Netherlands
60	NESTLE	4.46	4.43	1	<a href="#">Nestlé S.A.</a>	Switzerland
61	CHANEL	4.32	4.27	1	Chanel S.A.	France
62	DANONE	4.24	4.05	5	<a href="#">Groupe Danone</a>	France
63	KRAFT	4.17	4.08	2	<a href="#">Kraft Foods Inc.</a>	U.S.
64	AOL	3.96	4.33	-8	<a href="#">AOL Time Warner, Inc.</a>	U.S.
65	YAHOO!	3.90	3.86	1	<a href="#">Yahoo! Inc.</a>	U.S.
66	TIME	3.78	3.68	3	<a href="#">AOL Time Warner, Inc.</a>	U.S.
67	ADIDAS	3.68	3.69	0	<a href="#">Adidas AG</a>	Germany
68	ROLEX	3.67	3.69	0	Montres Rolex S.A.	Switzerland
69	BP	3.58	3.39	6	<a href="#">BP PLC</a>	Britain
70	TIFFANY & CO.	3.54	3.48	2	<a href="#">Tiffany &amp; Co.</a>	U.S.
71	DURACELL	3.44	3.41	1	<a href="#">Gillette Company</a>	U.S.
72	BACARDI	3.43	3.34	3	Bacardi & Company Limited	Bermuda
73	HERMES	3.42	NA	NA	Hermès International	France
74	AMAZON.COM	3.40	3.18	7	<a href="#">Amazon.com Inc.</a>	U.S.
75	CATERPILLAR	3.36	3.22	5	<a href="#">Caterpillar Inc.</a>	U.S.
76	REUTERS	3.30	4.61	-28	<a href="#">Reuters Group PLC</a>	Britain
77	LEVI'S	3.30	3.45	-5	Levis Strauss & Co.	U.S.
78	HERTZ	3.29	3.36	-2	<a href="#">Ford Motor Company</a>	U.S.
79	PANASONIC	3.26	3.14	4	<a href="#">Matsushita Electric Industrial Company</a>	Japan
80	ERICSSON	3.15	3.59	-12	<a href="#">Telefonaktiebolaget LM Ericsson</a>	Sweden
81	MOTOROLA	3.10	3.42	-9	<a href="#">Motorola Inc.</a>	U.S.
82	HENNESSY	3.00	NA	NA	<a href="#">LVMH Moët Hennessy Louis Vuitton SA</a>	France
83	SHELL	2.98	2.81	6	<a href="#">Royal Dutch Petroleum Company</a>	Brit./Nether.
84	BOEING	2.86	2.97	-4	<a href="#">Boeing Company</a>	U.S.
85	SMIRNOFF	2.81	2.72	3	<a href="#">Diageo PLC</a>	Britain
86	JOHNSON & JOHNSON	2.71	2.51	8	<a href="#">Johnson &amp; Johnson</a>	U.S.
87	PRADA	2.53	2.49	2	I Pellettieri d'Italia S.p.A.	Italy
88	MOET & CHANDON	2.52	2.45	3	<a href="#">LVMH Moët Hennessy Louis Vuitton</a>	France
89	NISSAN	2.50	NA	NA	<a href="#">Nissan Motor Co., Ltd.</a>	Japan
90	HEINEKEN	2.43	2.40	1	<a href="#">Heineken NV</a>	Netherlands
91	MOBIL	2.41	2.36	2	<a href="#">Exxon Mobil Corp.</a>	U.S.

92	NIVEA	2.22	2.06	8	Beiersdorf AG	Germany
93	STARBUCKS	2.14	1.96	9	<a href="#">Starbucks Corp.</a>	U.S.
94	BURGER KING	2.12	2.16	-2	<a href="#">Diageo PLC</a>	U.S.
95	RL/POLO	2.05	1.93	6	<a href="#">Polo Ralph Lauren Corporation</a>	U.S.
96	FEDEX	2.03	1.92	6	<a href="#">Fedex Corp.</a>	U.S.
97	BARBIE	1.87	1.94	-3	<a href="#">Mattel Inc.</a>	U.S.
98	WALL ST. JOURNAL	1.76	1.96	-10	<a href="#">Dow Jones &amp; Company Inc.</a>	U.S.
99	JOHNNIE WALKER	1.72	1.65	4	<a href="#">Diageo PLC</a>	Britain
100	JACK DANIELS	1.61	1.58	2	<a href="#">Brown-Forman Corp.</a>	U.S.

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